DiRECT LINE

HERE' S THE LATEST DIRECT MAIL PIECE FROM...

Brand: ALPINE

Date: 9/22/95

Mailing: JULY COUPON MAILING

Name/Extension: Tracy Rambeau

Drop Date: 7/24

Audience:
- Offensive: ____
- Defensive: X
- Other: ____

Quantity: 630M

Versions: 1

THIS MAILING INCLUDES...

Letter:
- Personalized: ____
- Non-personalized: X

Survey:
- Name Generation: ____
- Refer-a-Friend: ____
- Opinion: ____
- Requalification: X
- Limited: ____
- Full: ____
- BRC/BRE: X
- Postage-due: X
- Postage-paid: ____

Sweepstakes
- Entry Form: ____
- BRC/BRE: ____
- Postage-paid: ____
- Postage-due: ____
- Personalized: ____
- Non-personalized: ____

Newsletter:
- Personalized: ____
- Non-personalized: ____
- Order Form: ____
- BRC/BRE: ____

Catalog:
- Order Form: ____
- BRC/BRE: ____
- Postage-paid: ____
- Postage-due: ____
- Personalized: ____
- Non-personalized: ____

Coupons:
- Yes: X
- No: ____

Premiums:
- Yes: X
- No: ____

WHAT WE HOPED TO LEARN...

Objectives: Build relationship and encourage loyalty
Provide added value to current franchise
Requalify/generate smokers names on the database

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Source: https://www.industrydocuments.ucsf.edu/docs/hnwn0004